

### Claims

1. A method to stimulate the growth of hair in an area on the surface of a hair-bearing subject, which method comprises providing said area with at least one isolated flavanoid derived from *Ginkgo biloba* or with an extract of *Ginkgo biloba* enriched in said flavanoids.
2. The method of claim 1, wherein said area is treated with at least one isolated flavanoid.
3. The method of claim 1, wherein said area is treated with an extract of *Ginkgo biloba* enriched in flavanoids.
4. A pharmaceutical or cosmetic composition comprising, as an active ingredient, at least one isolated flavanoid derived from *Ginkgo biloba*.
5. A pharmaceutical or cosmetic composition that comprises, as active ingredient, an extract of *Ginkgo biloba* leaves enriched in flavanoids.
6. The composition of claim 4, which is formulated for topical application.
7. The composition of claim 5, which is formulated for topical application.
8. A method to treat male pattern baldness, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 4.
9. A method to treat male pattern baldness, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 5.
10. A method to encourage luxuriant growth of facial or coiffure related hair, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 4.
11. A method to encourage luxuriant growth of facial or coiffure related hair, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 5.

12. A method to remedy alopecia caused by radiation or chemotherapy, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 4.

13. A method to remedy alopecia caused by radiation or chemotherapy, which method comprises administering to a subject in need of such treatment an effective amount of the composition of claim 5.

14. A method to test the ability of a composition to stimulate the growth of hair, which method comprises assessing said composition for its ability to inhibit protease activity of proteasomes, whereby a composition which inhibits said activity is identified or verified as able to stimulate hair growth;

wherein said composition comprises at least one flavanoid derived from *Ginkgo biloba* or an extract of *Ginkgo biloba* leaves enriched in said flavanoids.

15. A method to identify or verify the ability of a composition to stimulate hair growth, which method comprises applying said composition to a shaved area on the surface of a hair-bearing animal and observing the regrowth of hair in said area, whereby a composition that effects greater hair growth in said area than in a comparable area not treated with said composition is identified or verified as able to stimulate hair growth

wherein said composition contains at least one flavanoid derived from *Ginkgo biloba* or an extract of *Ginkgo biloba* leaves enriched in said flavanoids.